

COU-002
(80142-002)

09/451,160
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selecting said coupon according to the device ID;
encrypting coupon data corresponding to the selected coupon;
and,
transmitting the encrypted coupon data from the main server
system to the client system.

✓ 23. (amended) The method of claim 22 further including the
step of:

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decrypting the encrypted coupon data to recover the selected
coupon.

REMARKS

This is in full and timely response to the Final Office
Action mailed on April 26, 2002. Reexamination in light of the
following remarks is respectfully requested.

Claims 1-18 and 22-25 are pending in this application, with
claims 24 being independent.

No new matter has been added.

This amendment *prima facie* places the case in condition for
allowance. Alternatively, it places this case in better condition

COU-002
(80142-002)

09/451,160
BOX AF

for appeal. Accordingly, entry of this amendment is respectfully requested.

Allowable Subject Matter

The Final Office Action indicates the allowance of claims 24-25. The appreciation of the applicant is expressed for the Examiner's helpful comments.

Interview

Applicant gratefully wishes to thank the Examiner for extending the courtesy of granting and conducting on July 17, 2002, a telephone interview to discuss the rejection made within the Final Office Action dated April 26, 2002.

Rejection Under 35 U.S.C. 112

Claims 1-23 were rejected under 35 U.S.C. 112, first paragraph as allegedly failing to be enabled within the specification as originally filed.

This rejection is respectfully traversed at least for the following reasons.

The Final Office Action contends that the terms "device ID"

COU-002
(80142-002)

09/451,160
BOX AF

and "device information" are new matter.

In response, the terms "device ID" and "device information" were added by the amendment of March 25, 2002. The original application supports the amended matter. Particularly, figure 1 of the specification as originally filed depicts a system 10 that includes a client system 14. Thus, the specification as originally filed teaches a device 14. Device ID is depicted within figure 1 as USER ID 30. The user ID does not specifically identify the user personally, but rather, more accurately associates a physical machine defining client system 14 with user profile information obtained during registration (page 10, lines 9-12). Page 10, lines 15-16 of the specification further provides that main server system 12 can correlate the provided user ID 30 with user information.

During the telephone interview of July 17, 2002, it was agreed that the terms "device ID" and "device information" are defined within the specification as originally filed. Withdrawal of this rejection and allowance of the claims is respectfully requested.

COU-002
(80142-002)

09/451,160
BOX AF

Rejection Under 35 U.S.C. 102 and 103

Claims 1, 3-6, 14-15, 19 and 21 were rejected under 35 U.S.C. 102 as being allegedly anticipated by "Emaginet Plans To 'Push' Its Way Into Consumer Mindset, Pocketbook," Interactive Marketing News, v4, n22, May 30, 1997 (Emaginet).

Claims 2, 9-13, 16-18, 20, 22 and 23 were rejected under 35 U.S.C. 103 as being allegedly being obvious over Emaginet.

Claims 7 and 8 were rejected under 35 U.S.C. 103 as being allegedly being obvious over Emaginet in view of U.S. Patent No. 6,006,269 issued to Phaal.

These rejections are respectfully traversed for at least the following reasons.

The Office Action indicates that claims 24 and 25 are allowed. Appreciation of the Applicant is expressed for this indication. Accordingly, claims 1 and 22 have been amended to depend from claim 24. Claims 19-21 have been canceled without prejudice or disclaimer of their underlying subject matter.

During the telephone interview of July 17, 2002, it was

COU-002
(80142-002)

09/451,160
BOX AF

agreed that amending claims 1 and 22 to depend from claim 24 would not constitute new issues requiring new search and/or consideration. Withdraw of these rejections and allowance of the claims is respectfully requested.


Conclusion

For the foregoing reasons, all the claims now pending in the present application are allowable, and the present application is in condition for allowance. Accordingly, favorable reexamination and reconsideration of the application in light of the amendments and remarks is courteously solicited.

If the Examiner has any comments or suggestions that could place this application in even better form, the Examiner is requested to telephone the undersigned attorney at the below-listed number.

Respectfully submitted,

DATE: July 18, 2002


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COU-002
(80142-002)

09/451,160
BOX AF

APPENDIX

IN THE CLAIMS

Please cancel claims 19-21 without prejudice or disclaimer of their underlying subject matter for the purpose of filing a continuation application.

Please amend the claims as follows.

1. (amended) The method of claim 24 further A method of
~~operating an electronic coupon distribution system comprising~~
including the steps of:

collecting device information from a device of a client system without obtaining information sufficient to specifically identify the user;

associating a device ID with the device information at a main server system;

selecting said coupons according to the device ID to thereby identify the coupons appropriate for a said user based on the device information; and,

transmitting the selected coupons from the main server system to the client system.

COU-002
(80142-002)

09/451,160
BOX AF

2. The method of claim 1 wherein said collecting step comprises the optional substep of:

obtaining from the remote user demographic characteristics including at least one of a postal zip code associated with the user and a state in which the user resides.

3. The method of claim 1 further including the step of:
associating the device ID with a remote client system.

4. (amended) The method of claim 3 further including the step of:

generating a printed version of one of the transmitted coupons at the remote client system.

5. The method of claim 3 further including the step of:
transmitting a request from the client system to the server system to perform said selecting step wherein the request includes the device ID.

6. The method of claim 5 wherein said request transmitting step includes the substep of:

automatically including the device ID in the request without any intervention by a remote user of the client system.

COU-002
(80142-002)

09/451,160
BOX AF

7. The method of claim 5 wherein said request transmitting step occurs automatically without any intervention by a remote user.

8. The method of claim 7 wherein said request transmitting step occurs at predetermined intervals.

9. (amended) The method of claim 3 wherein the remote client system operates in accordance with an operating system characterized by a graphical user interface (GUI), said method further including the steps of:

displaying an icon visible to the user in a first display state; and,

displaying the icon in a second display state different from the first display state when a new coupon ~~are~~ is available for the user.

10. The method of claim 9 wherein the second display state is a flashing display state.

11. (amended) The method of claim 3 wherein said transmitting step includes the substeps of:

COU-002
(80142-002)

09/451,160
BOX AF

encrypting coupon data corresponding to the selected coupons
at the server system in accordance with a server system
encryption strategy; and,

sending the server-encrypted coupon data to the client
system.

12. The method of claim 11 further including the step of:
receiving the server-encrypted coupon data at the client
system;

encrypting the server-encrypted coupon data in accordance
with a client system encryption strategy to thereby generate
doubly-encrypted coupon data; and,

storing the doubly-encrypted coupon data on the client
system.

13. (amended) The method of claim 12 further including the
steps of:

decrypting the doubly-encrypted coupon data at the client
system; and,

generating a printed version of one of the selected coupons
at the remote client system.

14. The method of claim 3 further comprising the steps of:

COU-002
(80142-002)

09/451,160
BOX AF

transmitting advertising data to the client system; and,
displaying at least a portion of the transmitted advertising
data on a display portion of the remote client system.

15. The method of claim 14 wherein the advertising data
comprises a plurality of advertising impressions, and, wherein
said displaying step comprises the substep of:

selecting one of the plurality of advertising impressions as
a function of a selected subcategory of coupons available on the
remote client system.

16. The method of claim 3 further comprising the steps of:
detecting events occurring at the remote client system;
storing the detected events in a user history file; and,
transmitting the user history file to the server system.

17. The method of claim 16 wherein said detecting step
includes the substeps of:

determining when one of a plurality of advertising
impressions has been displayed on a display portion of the remote
client system; and,

determining a sponsor identification of the advertising
impression.

COU-002
(80142-002)

09/451,160
BOX AF

18. The method of claim 16 wherein the storing step comprises the substep of:

encrypting the detected events to thereby generate encrypted user event information; and,

writing the encrypted user event information to the client system.

19. (canceled).

20. (canceled).

21. (canceled).

22. (amended) ~~A The method of secure electronic coupon claim~~
24 distribution further comprising including the steps of:

collecting device information from a device on a network;

associating a device ID with the device information;

selecting said coupons according to the device ID;

encrypting coupon data corresponding to the selected coupons; and,

transmitting the encrypted coupon data from the main server system to the client system.

COU-002
(80142-002)

09/451,160
BOX AF

23. (amended) The method of claim 22 further including the step of:

decrypting the encrypted coupon data to recover the selected coupons.

24. A method of secure electronic coupon distribution comprising the steps of:

associating a Uniform Resource Locator (URL) including a promotional code with a coupon;

displaying the coupon to a user;

disabling access to the URL by the user; and,

invoking the URL with a browser to thereby enable the user to redeem the coupon.

25. The method of claim 24 wherein said invoking step includes the substep of selecting the coupon by one of clicking on the displayed coupon and clicking on an object different than the coupon displayed to the user.